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AUTHOR Frey, James H.; Oishi, Sabine Mertens
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ABSTRACT

The nine-volume Survey Kit is designed to help readers prepare and conduct surveys and become better users of survey results. All the books in the series contain instructional objectives, exercises and answers, examples of surveys in use, illustrations of survey questions, guidelines for action, checklists of "dos and don'ts," and annotated references. This volume, fourth in the series, explains how to write interview questions with structured interviewer instructions and how to write questions that are most effective for telephone and in-person interviews. Designing preletters and scripts for recall is discussed, with suggestions for organizing a flowing interview that considers possible effects of question order. Also described is how to design an eligibility screen and how to write a job description for an interviewer. The volume also shows how to develop an interviewer training manual and a training session. The following chapters are included: (1) "Overview of Telephone and In-Person Interviews"; (2) "Questionnaire Construction"; and (3) "Interviewer Selection and Training." An annotated list of 15 sources for additional reading is provided. (Contains 39 examples.) (SLD)

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